Print Date 08/01/12 13:33:04

| 1 | |
|--------|-------------------|
| Orders | Order / Rev: |
| | Alt Order #: |
| | Product Desc: |
| | Estimate: |
| | Flight Dates: |
| | Original Date / I |
| | Order Type: |
| Agency | Name: |
| | Buying Contact |
| | Billing Contact: |
| | |
| | |
| | |

104859 Order / Rev: Alt Order #: 06837381

BERKLEY FOR SENATE

Estimate: 30S

Flight Dates: 07/30/12 - 08/06/12 07/27/12 / 08/01/12

Original Date / Rev:

Order Type: **GENERAL** Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

Cash

National

Buying Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Shorr Johnson Magnus

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC 15%

Broadcast

Advertiser

Name:

Priority:

Berkley, Shelley for Senate - Ry IS ed

Demographic: Product Codes: A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/06/12 | 21 | \$21,725.00 | \$18,466.25 |

| Т | ota | ŀ |
|---|-----|---|
| | | |

| Month | # Spots | Gross Amount | Net Amount | Rating |
|-------------|---------|--------------|-------------|--------|
| August 2012 | 21 | \$21,725.00 | \$18,466.25 | 0.00 |
| Totals | 21 | \$21 725 00 | \$18.466.25 | 0.00 |

00:05:00

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % | |
|-------------------|--------------|--------------|-------------------------------|---------|--|
| Amy McCreary | | | Start Of Order - End Of Order | 100% | |

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 36% | \$21,725.00 |
| Market | 100% | \$60 347 22 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 30% | \$18,104.17 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 15% | \$9,052.08 |
| KTUD | 1% | \$603.47 |
| KVVU | 15% | \$9,052.08 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$1,810.42 |

| | Ln | Ch | Start | End | Inventory Code | Break | Start/End | Time | Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|---|-----|-------------|----------|----------|-----------------|-------------|-----------|-------------|------|--------|-----|-----------|----------|-------|----------|
| • | E 1 | KSNV | 07/30/12 | 08/06/12 | M-F 6-7a WakeUp | w/Wa@M | 6-7a | | M | :30 | 1 | \$700.001 | 0.00 NM | 1 | \$700.00 |
| | | | | | M-F 6-7a WakeU | p w/Wagners | | | | | | | | | |
| | | NEWS | | | | | | | | | | | | | |
| | | <u>Star</u> | t Date J | End Date | <u>Weekdays</u> | Spots/Week | Rate | <u>Rati</u> | ng | | | | | | |
| | W | eek: 07/3 | 30/12 | 08/05/12 | M | 1 | \$700.00 | 0 | .00 | | | | Ï | | |

Print Date: 08/01/12 13:33:04

Page 2 of 2

Order / Revi-

104859

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06837381

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

07/30/12 - 08/06/12

Estimate:

30\$

| _Ln Ch | Start | End | Inventory Code | | Start/End 1 | ime Days | Len Sp | ots | Rate Pri | Rtg Type S | pots | Amount |
|---------------------------|------------------|----------------------|--------------------------------------|-----------------|---------------------------|-----------------------|--------|-----|-------------|------------|------|-------------------|
| E 1 KSNV | 07/30/1 | 2 08/06/12 | M-F 6-7a WakeU M-F 6-7a WakeU | | 6-7a | М | :30 | 1 | \$700.001 | 0.00 NM | 1 | \$700.00 |
| NEWS | | | IVI-I 0-7a VVakeO | p www.agneis | | | | | | | | |
| <u>Star</u> | <u>t Date</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: 07/3 | | 08/05/12 | M | 1 | \$700.00 | 0.00 | | | | | | |
| Week: 08/0 | | 08/12/12 | Today Show | CM | \$700.00 658a-9am | 0.00 | .20 | | ¢4 400 004 | 0.00 NM | • | # 2 000 00 |
| E Z KONV | 07/31/1 | 2 00/03/12 | Today Show | CIVI | 0004-98111 | -TW | :30 | 2 | \$1,400.001 | 0.00 NM | 2 | \$2,800.00 |
| TODAY | | | Today Chon | | | | | | | | | |
| | <u>t Date</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: 07/3 | | 08/05/12 | -TW | • | \$1,400.00 | 0.00 | | | | | | |
| E 4 KSNV | 08/06/1 | 2 08/06/12 | M-F Early News | CM | 5-630p | M | :30 | 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| NEWS | | | M-F Early News | | | | | | | | | |
| | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 08/0 | 06/12 | 08/12/12 | M | | \$1,000.00 | 0.00 | | | | | | |
| E 5 KSNV | 07/30/1 | 2 08/03/12 | M-F Early News | СМ | 5-630p | MTWTF | :30 | 5 | \$1,000.001 | 0.00 NM | 5 | \$5,000.00 |
| NEWC | | | M-F Early News | | | | | | | | | |
| NEWS Star | t Date | End Date | Weekdays | Spots/Week | Pata | Poting | | | | | | |
| Week: 07/3 | | 08/05/12 | <u>vveerdays</u> MTWT F⊶ – | | <u>Rate</u> \$1,000.00 | Rating 0.00 | | | | | | |
| E 6 KSNV | 07/30/1 | 2 08/03/12 | M-F Jeopardy | СМ | 630-7pm | MTWTF | :30 | 5 | \$1,100.001 | 0.00 NM | 5 | \$5,500.00 |
| | | | M-F Jeopardy | | · | | | | | | | 40,000.00 |
| JEP | | | | | | | | | | | | |
| Star Week: 07/3 | t <u>Date</u> | End Date 08/05/12 | <u>Weekdays</u> MTWTF | Spots/Week | <u>Rate</u> \$1,100.00 | <u>Rating</u> 0.00 | | | | | | |
| E 7 KSNV | | | | CM | 630-7pm | | :30 | 1 | \$1,100.001 | 0.00 NM | 1 | \$1,100.00 |
| L I KOM | 00,00,1 | 2 00/00/12 | M-F Jeopardy | Olivi | OSO-1 PITI | M | .50 | • | φ1,100.001 | 0.00 NW | , | φ1,100.00 |
| JEP | | | | | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: 08/0 | | 08/12/12 | M | 1 | Ψ1,100.00 | 0.00 | | | <u> </u> | | | |
| E 8 KSNV | 08/06/1 | 2 08/06/12 | Olympics Late Ne Late News during | | 11pm-12:35 | am M | :30 | 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| NEWS | | | Late News during | Olympics | | | | | | | | |
| <u>Star</u> | rt Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 08/0 | 06/12 | 08/12/12 | M | 1 | \$1,000.00 | 0.00 | | | | | | |
| E 9 KSNV | 07/30/1 | 2 08/03/12 | • 1 | | 11pm-12:35 | am MTW-F | :30 | 4 | \$1,000.001 | 0.00 NM | 4 | \$4,000.00 |
| NEWS | | | Late News during | Olympics | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Snots/Meek | Rate | Rating | | | | | | |
| Week: 07/3 | | 08/05/12 | MTW-F | | \$1,000.00 | 0.00 | | | | | | |
| E 10 KSNV | | 2 08/04/12 | Saturday Today | СМ | 7a-9am | S- | :30 | 1 | \$625.001 | 0.00 NM | 1 | \$625.00 |
| | | | Saturday Today | | | | | | | | | • |
| SAT TO | | Fad D | MI loci | 04-05/ | 5 (| D | | | | | | |
| <u>Star</u> Week: 07/3 | rt Date 30/12 | End Date 08/05/12 | <u>Weekdays</u> S- | Spots/Week 1 | <u>Rate</u> \$625.00 | <u>Rating</u> 0.00 | | | | | | |
| VVGGR, UTT | JU 12 | 00/00/1Z | <u> </u> | | ψυ20.00 | 0.00 | | - | | Tatala | - 61 | #04 705 65 |
| | | | | | | | | | | Totals | 21 | \$21,725.00 |